

make an impression

Leveraging Customer Reviews

IDEAS: Restaurants, Airlines, Hotels & Resorts

Micolino Hotel is a quaint, boutique hotel that repeatedly gets raving (and sometimes humorous) reviews from guests who enjoy their stay. Knowing the power reviews have online, they knew these also had to be part of their marketing strategy. They carried out their vision by leveraging branded products (pens, stationery, drinkware & bags) and making sure the reviews were visible to anyone who entered their lobby or stayed in a guest room. As new reviews are posted, the hotel introduces updated designs to the collection.

- Micolino Hotel found that carrying over the “review” campaign through to pens that are in all guest rooms, as well as stationary was a cost effective and consistent way to spread their message.
- Mugs with matching imprints were placed in guest rooms and the hotel breakfast area.
- A Cotton Canvas Boat Tote was selected as a perfect carryall while guests were out and about promoting the hotel.

“ I love the hotel’s décor and Fun logoed products. Their freshly designed coffee mugs and pens somehow “slip” into my luggage each time I am there!

